

# BRANDGUIDELINES



LOGO

The logo should be used with the tagline lockup whenever possible. The logo may be used without the tag and yellow/red lights in instances where the logo appears small.

The primary color palette for the brand is detailed in the color specifications section. It is important that these color requirements are adhered to in order to build brand recognition.



The following are correct and incorrect uses of the logo. When developing materials using the logo you are responsible for maintaining its integrity.

## CORRECT USAGE



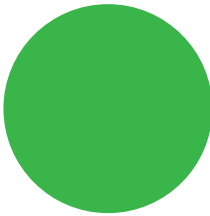
## INCORRECT USAGE



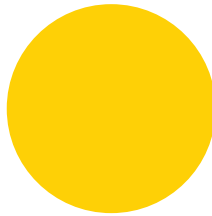
# COLOR

In order to maintain color consistency across a variety of mediums, the color breakdowns for the logo have been provided. When preparing a file for output, check that the right breakdown is used based on specifications provided.

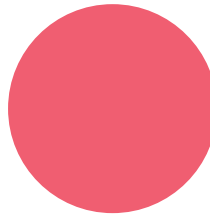
## PRIMARY



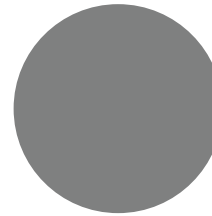
C75 M0 Y100 K0  
R57 G181 B74  
#39b54a



C0 M17 Y100 K0  
R255 G209 B0  
#ffd100

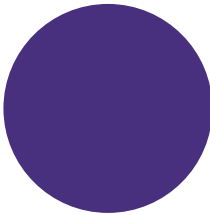


C0 M78 Y42 K0  
R241 G96 B113  
#f16071

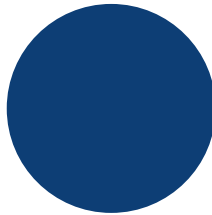


C52 M43 Y43 K8  
R127 G128 B128  
#7f8080

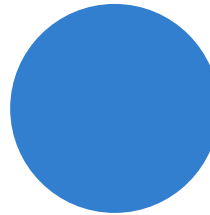
## SECONDARY



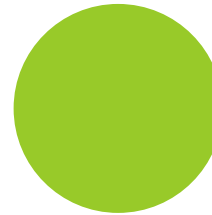
C90 M100 Y19 K0  
R74 G49 B127  
#4a317f



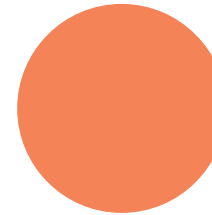
C100 M84 Y28 K13  
R13 G62 B117  
#0d3e75



C77 M46 Y0 K0  
R51 G127 B207  
#337fcf

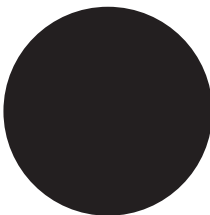


C46 M0 Y100 K0  
R152 G202 B41  
#98ca29

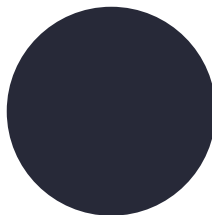


C0 M60 Y69 K0  
R245 G131 B88  
#f58358

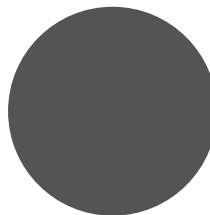
## NEUTRALS



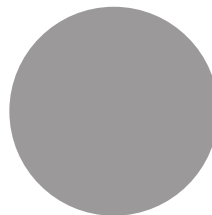
C0 M0 Y0 K100  
R35 G31 B32  
#231f20



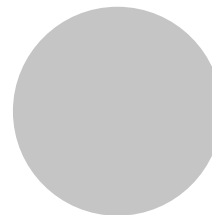
C81 M74 Y52 K57  
R39 G41 B56  
#272938



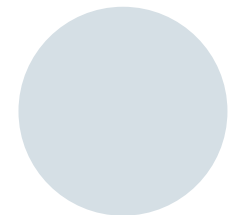
C64 M56 Y56 K32  
R84 G84 B84  
#545454



C42 M36 Y35 K0  
R156 G153 B154  
#9c999a



C22 M18 Y18 K0  
R197 G197 B197  
#c5c5c5



C15 M7 Y6 K0  
R213 G223 B229  
#d5dfe5

Montserrat is the primary typeface for the brand. It is a clean, modern sans serif font that represents energy to complement the brand personality. This font has been modified to create a unique logo and should never be altered.

For headlines use  
Montserrat Medium.

FOR EMPHASIS  
USE ALL CAPS.

For subheads use  
Montserrat Medium.

FOR EMPHASIS  
USE ALL CAPS.

For body copy use  
Montserrat Regular. Lorem  
ipsum dolor sit amet,  
consectetur adipiscing  
elit. Mauris pulvinar tortor  
mi, eget pulvinar ligula  
eleifend vel. Integer sed  
quam urna. Vestibulum  
aliquam congue ipsum.  
Pellentesque aliquet nec  
purus rhoncus viverra.

QUESTIONS?

If you have any questions regarding the logo  
please contact:

Name Name

Email

Phone number